

R. A. TRAVIS
Insurance of All Kinds
Loans and Collections

The Bassano Mail

THE BASSANO MAIL, THURSDAY, October 25, 1934.

VOLUME 24, No. 14.

COUNTLESS NEWS

COUNTLESS, October 22.—Peter Sorenson loaded a car for "Himby," whom he has favored for many years. Fred accompanied him to assist in the full clean-up which has been sadly delayed by unfavorable weather.

The death of Mrs. James Newman was in ill health for a year and a half, occurred on Saturday, October 20th. Mrs. Newman was a lovely woman, a friend to all the children, and did much charitable work in the community. We all regret the passing of such a friend.

Isaac Goertzen on Saturday loaded a car of effects for H. C. He will be logged-off land 140 miles north of Victoria on Vancouver Island.

Lila-Lon Benjamin is visiting her grandparents across the river.

Mr. and Mrs. Bowditch, of Cowan, were visitors at the H. C. home recently.

C. A. Sims returned on Friday after a two week's visit in Calgary.

Mrs. Royal Burrows and children visited with Mrs. Burrows' sisters, near Dauchon, last week.

Mr. and Mrs. M. H. Gamble and Norman motored to Three Hills on Sunday, the 13th. Norman will attend the Bible School there for the winter. Miss McRoberts went to Calgary last week to be present at the wedding of her brother.

The second car of coal this season was practically empty the first half day it was opened. Threshing crews held up by bad weather came to the car in a body.

Donna Gamble was given a surprise by a number of her girl friends on her birthday, the 17th of October.

Mrs. Zella Anderson is visiting at the Shape home.

The young people of the district gave a party at the C. C. Clubhouse in honor of Fred Sorenson, who left recently for the north country. Fred was presented with a pen and pencil set.

Mrs. Craig, who has been visiting her daughter, Mrs. Geo. McIntosh, went to Calgary last week.

Sandy Clyde, while hunting, sent accidentally shot himself through the foot. He was rushed into Bassano, where Dr. Scott attended the wound. Royal and Ralph Burrows, R. B. Heidt and son, Fred, and H. Cowan went to Calgary October 17th to see a ball game.

Mrs. Geo. McIntosh went to Calgary Sunday on the bus.

Threshing is almost finished in this district.

C. Hegy and Miss Bernice Thompson attended the show in Bassano on Saturday evening.

Mrs. L. E. James left for Sat. day for Warner, Alberta, where she will visit her father.

Art Anderson, who has been employed for the summer, left for the east last week.

A case of chicken pox has been reported in this district.

A Ryan of Calgary, called at the Parrott home for a short visit with his sister, Mrs. Parrott on Friday.

Liberals To Meet On November 10

First direct move of the Liberals to organize in this constituency for the provincial election next year, was made last Monday evening.

J. J. Bowen, M.L.A., and Harry Ross, M.L.A., of Calgary, called at Bassano on their way back to the city. In the few hours they spent here, they laid plans for a meeting to be held here on Saturday, November 10 at 2 p.m.

Several prominent speakers, as yet unnamed, will address the meeting. Their names, and the place of the meeting will be announced later.

Mr. Bowen and Mr. Ross, in brief, informal speeches, told the small group gathered in W. K. Webb's office of how meetings had been conducted in other constituencies. They dwelt on the far-reaching effects of the Liberal Economic Conferences which are being held in the province, during the winter of the coming year. It was pointed out that the Liberal party have been held in various large part years.

Bowling League Is Formed

Interest of Bassano sport fans is now centering on a Mixed Bowling League which is now in the process of formation. The league is to consist of as many teams as possible, probably fourteen to sixteen, each team with two ladies and two gentlemen.

Teams may be formed privately or individual names may be handed in at the bowling alleys to be drawn at random for team names.

B. Foster, proprietor of Foster's Bowling Alley, announces that he will turn back 25% of all receipts to the League to be donated as prizes to be arranged later. In addition, he will give a weekly prize for high score.

The league will be under way by next Monday, October 29, and teams will bowl two or three nights a week. A schedule will be drawn up in the course of the next few days. Several games may be finished off this week.

It is not yet too late to get in the swim. Skating and curling are still a good six weeks in the offing, and may be longer will finish in time to allow devotees of those sports to prepare for them.

LIBERALS OF JENNER ORGANIZE

The Liberal convention for the constituency was held in that town on Friday last week. K. A. Pollock, a stockgrower of Hilda, was nominated to contest the seat at the next provincial election. M. Y. Stapleton, of Jenner, a rancher, and Ian McEachern, of Empress, were nominated for withdrawal.

TRANSFER OF IRRIGATION PROJECT TO BE RECOMMENDED AT MEETING

The Water Users' Association, through the Irrigation Section, through the medium of the local newspapers, has for the last month presented facts in relation to the proposed deal with the C.P.R. whereby the whole project would be turned over to the farmers beyond their control.

At the meeting to be held in the Gayety Theatre, Brooks, on Tuesday, October 26, at 10 a.m., all details of the proposal will be thrashed out. Of course a full and representative attendance is necessary in order that any decision arrived at will be properly discussed.

Mr. Charlesworth, director of water resources of the province, will be one of the principal speakers. A prominent official of the C.P.R. will address the meeting, in addition to several well-informed observers.

GEM NEWS

GEM, October 22.—A masquerade dance will be held in the Gem school on Friday, Oct. 26, under the auspices of the Junior U. P. A. Admission, 25c each, lunch, included. A prize is being offered for the two best costumes, ladies' and gentlemen's. Masks will be sold at the door to those who do not have them. The Gem orchestra will provide the music.

At a meeting of the Junior U. P. A. held on Sat. Oct. 20, it was decided to present a play during December. Watch for future announcements.

Mrs. R. E. Selfridge entertained at the tea hour on Friday last in honor of Miss Pearl Green, who is returning this week to her home in Calgary.

Mrs. A. P. Miller, who has been spending the past three months in Washington and Idaho, is expected to return home about the first of November.

Threshing is nearly finished in this community. Another two or three days will complete it.

Sunday school is held every Sunday in the Gem school at 11:30 a.m. Church services are conducted on Sunday evening at 8 p.m.

Miss Jeanne Gamble, who is attending Gem school, spent the week-end at her home in Cowan.

Mr. Ralph Ross is confining to his home through illness and will be blind of any visitors.

Mrs. Stanley entertained a large number of young people last Friday afternoon.

Mrs. and Mrs. Leitch returned from a trip around the Carstairs district. They have obtained a location near Carstairs and are planning to move either this fall or next spring. The first shipment of sheep from the Brooks Livestock Association arrived in Gem last week. They were distributed by Mr. Selfridge. Mr. Jones and others.

Truckloads of haled hay are being shipped out of Gem daily, directly from the haling machine.

CROWFOOT NEWS

CROWFOOT, Oct. 22.—All roads lead towards Mapleburg for the big Halloween dance next Wednesday evening, October 31st, and everybody is going.

Mr. F. Polzgo and J. Martin returned home last Saturday after a tour of the northern part of the province. They report a wonderful country.

Mrs. Heffebower and Ole Rosen were business callers in Calgary last Monday.

Mr. and Mrs. A. K. Hansen are moving to Owen next week, where Mr. Hansen has taken over the Warlick's Agency.

Mr. and Mrs. E. Brooks and Alice spent last Monday in Calgary.

Mr. and Mrs. Sharpe and Mr. Watkins, of Lacombe, spent a few days last week visiting Mr. and Mrs. Blake Robertson.

Mrs. A. Hallet returned home from the Bassano hospital last Monday.

Ed Robertson finished threshing for J. Hoberg last Friday.

Last week to the most complete vegetable garden in the valley from this community to needy farmers in the Hilda district. Mr. Royer and Mr. Jensen were in charge of the collection of the vegetables.

Quite a large amount of fall plowing is being done in the Colony.

Mr. Enghard, principal of the Gem school, reports that a year book will be published at the end of the year, with Miss Callison, editor.

Bill Templeton, of Calgary, was a guest of T. Wade's recently.

Mrs. M. Chamberlain and Miss C. Hanna, local teachers, were recently entertained by Mrs. E. Harvey.

Miss Lucella Pollock is the new Gem correspondent for The Mail, succeeding Mrs. Maguire. News of any happenings should be reported to Miss Pollock for publication.

PROVINCIAL PREMIER TO SPEAK AT PUBLIC MEETING IN BASSANO

HUSSAR NEWS

HUSSAR, October 22.—Mrs. L. P. Hayler and her mother, Mrs. Severn, and Mrs. W. D. Moffat motored to Bassano on Wednesday.

Georgina and Margaret Ledrand, motored to Calgary on Friday and brought the Misses Nettie Ledrand, Mary Davies and Lois Nelson home for the week-end, returning with them on Sunday.

Mr. and Mrs. Ralph Armstrong, of Calgary, spent the week-end visiting Mr. and Mrs. C. T. Armstrong.

Miss Edith Roan of Calgary is visiting her aunt, Mrs. Raymond Bell.

Mr. and Mrs. W. H. Treand, Jr., left for Seattle and other points in the U. S. on Thursday.

Mrs. Leonard, who has been home for a week, returned to Calgary on Saturday.

Philip Push and Jason Bell spent Thursday and Friday in Calgary.

Mr. and Mrs. H. D. Brown, Mrs. Emerson, Ruth and Emerson, and Art Finnegan motored to Hutton on Sunday to visit Mr. and Mrs. Finnegan there.

John Elliott left on Wednesday for Washington to enter the U. S. Navy. The young people spent the evening of Tuesday with a surprise party at the Elliott home.

Mr. and Mrs. B. Wall, Barney Wall and Mr. R. McKinnay, of Dorothy, went to Calgary on Friday, returning on Saturday.

Mr. and Mrs. Chris Armstrong and L. McDonald and baby motored to Calgary on Friday for a couple of days stay.

Dr. Powell, of Calgary, will hold services in the school house on Sunday, November 11th, at 12:15 p.m. Sunday school is held regularly at 10 a.m.

Mr. and Mrs. E. Eastman and family, who have been visiting in the Hilda district, will be held on Nov. 19th.

Messrs. Ross and Bowen, M. L. A. of Calgary, were dinner visitors on Monday, guests of Mr. C. Kirby.

R. Jant received the sad news of the death of his mother, Mrs. Helen Jant, aged 84 years, at Harvey, North Dakota, on Sunday. The funeral was held on Wednesday.

Mr. and Mrs. T. Lawson motored to Buffalo on Tuesday to visit Mr. and Mrs. W. B. Campbell.

Mrs. Lee Kenney and children and Mrs. Walter Pomroy, of Rockyford, visited Mrs. T. Lawson on Monday.

Alberta auto licenses for 1935 will have white numbers on a scarlet background. They will thus resemble the Saskatchewan license of the current year.

The annual convention of the Bow Valley U. P. A. political association will be held in Bassano on Friday, Nov. 30, at 4 p.m. When a large attendance of delegates is expected from every portion of the riding. A feature of the convention will be the attendance of Premier R. O. Reid who will deliver an address at a public meeting to be held in the Orpheum Theatre that evening. This is the premier's first visit Bow Valley riding since he attained that high office.

In the afternoon Mr. McCall, M. L. A. for Cochrane, will address the meeting.

The purpose of the convention will be largely to lay plans for reorganization. These conventions are usually held annually but last year unusually weather prevented the gathering. In view of the fact that a provincial election will be held next year this convention's proceedings will have unusual interest.

J. M. Wheatley, of Chancellor, is president of the Bow Valley U. P. A. local association and Frank Campbell, of Hussar, is acting secretary. The delegates are chosen from each local on the basis of membership.

ROSEMARY NEWS

ROSEMARY, October 24.—Mr. and Mrs. J. M. Eastman and family, who have been visiting in the Hilda district, will be held on Nov. 19th.

Mr. and Mrs. T. Easton renewed friendships in the Colony a few days last week.

Miss Edna Kinkade is enjoying a week's holiday with her cousin, Miss Cora Narum.

Slater Schenkenzsch, missionary from Africa, and Mrs. H. B. Bess, will speak in Rosemary on Monday night, October 29th. A large crowd will be highly anticipated.

Mr. and Mrs. R. Eastman and family, who have been visiting in the Hilda district, will be held on Nov. 19th.

Mrs. J. Norrison, Mrs. N. Taitt and family and Mrs. E. B. Copeland last Sunday.

The dance given by the Rosemary Baseball Club last Friday night was well attended and everyone had a good time.

A number of local people attended the show in Bassano last Saturday.

Mr. and Mrs. Powers entertained a number of friends at supper Sunday evening.

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OBITUARY

NORMAN JOHN ROSS
Norman John Ross passed away at his home at Lathoon last Wednesday, October 17, following a lengthy illness, "Jack", as he was popularly known, was twenty years of age.

The deceased was born in Calgary. He leaves to mourn his loss, his parents, Mr. and Mrs. H. A. Ross; a brother, Harry, two sisters, Evelyn and Gladys at home, and two sisters, Mrs. P. U. Macdonald and Mrs. N. J. Beckett, of Calgary.

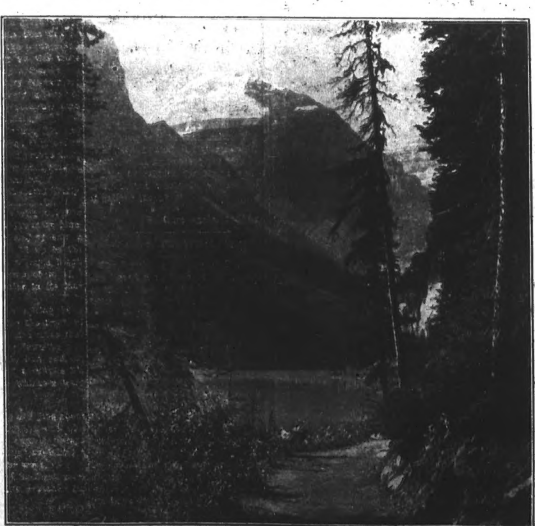
The funeral services were conducted by Rev. J. Hart at the Bassano Knox Presbyterian Church, and burial was made in the Bassano cemetery.

Mrs. J. Newman
Funeral services for the late Mrs. Hilda Victoria Newman were conducted by Rev. J. Hart at Knox Presbyterian Church last Tuesday afternoon, October 23rd.

Mrs. Newman was born in Sweden, 47 years ago. She emigrated to the United States, where she met, and later married, J. Newman. In 1916 they came to Canada and settled at Countess. In 1921 they moved to a place about two miles northeast of Bassano, and there they have resided since.

Mrs. Newman was very popular with the ladies of all surrounding communities. She was especially a great friend of all the children who knew her. During her twenty-year illness, visitors called frequently at her home for friendly chats and were impressed by her continual cheerfulness.

Beautiful Lake Louise in the Canadian Rockies



High School News

Only one week left until the evening of the big dance. Friday, November 2nd is the date. The Masonic Hall, Bassano, is the place, the Forest Rensselaers, the orchestra. Tickets for dance, what, refreshments and dance are only 60c a person.

Help support the students and at the same time, spend an evening of enjoyment at this big affair.

SAT'DAY, THIS WEEK
George White's
"SCANDALS"
Rudy Vallee Alice Faye
NEXT WEEK
"TARZAN AND HIS MATE"
Johnny Weismuller starring.
ORPHEUM THEATRE

THE BASSANO MAIL

Published at Bassano, Alberta, Canada

Subscription \$2.00 a year, \$2.50 to the U. S. A.

Publishers

Clive B. Nesbitt

James L. Nesbitt

THE MAIL'S POLITICAL POLICY

The Bassano Mail aims at being a community newspaper. It has no present ambitions of becoming a political partisan. It aims and hopes at being fair to all parties and biased towards none.

The father of the present editors, when publishing The Mail some ten years ago, did not follow any such policy. However, at that time he had been mixed up in politics all his life as a working newspaperman.

The present editors frankly do not consider themselves sufficiently experienced to advise readers as to what their political affiliations should, or should not, be. Some editors assume that prerogative whether they have the experience and discernment or not. We do not choose to follow such a course.

The Mail retains the privilege or free comment on all matters, politically or otherwise, but it is our ambition to be fair and as impartial as possible. Unfairness gains nothing and only creates unnecessary enmity.

ALBERTA ADOPTS CODE SYSTEM

The province of Alberta is to experience an innovation for Canada in that a system of codes for industry and merchandising is to be put in force here. According to information that has been passed out, these codes will formulate a sort of N.R.A. for the province.

Most people look upon innovations with apprehension and many even with resentment. It would thus appear that the new proposal has not the united approval of the population of this province. But there may be merit in the plan.

The exposures of the Stevens committee on Price Spreads placed before the public gave the operations of many huge mercantile corporations. Goods were purchased or manufactured from poor quality material at ridiculous prices and re-tailed at profits ranging into several hundred per cent in some instances. These huge organizations paid less for poor goods and extracted a much greater profit. But the usual run of smaller stores were handicapped and made to look like profiteers by the process. Actually the margins of profit made by the smaller stores was much less and they had to carry the extra burden of extending credits to the purchasers—something the huge mercantile corporations would not do.

If the code system can correct this state of affairs it will be performing a service to the merchants and to the consumers. The farmers and the merchants of this province have been hardest hit by the depression and both classes have contributed more than any others.

The Alberta codes will not have the blanket authority given the N.R.A. organization in the United States and will also have the shortcomings of that organization as an example to guard against. If carefully and reasonably conducted the plan can make a valuable contribution to this province.

A BREEDING PLACE FOR WARS

The murders in Marseilles a week or so ago gave Europe "the jitters" for several weeks past. The king of Jugo-Slavia and the French foreign minister were killed by political assassins. Europe held her breath expecting the general unloosening of the war dogs.

The Balkan countries have caused the world an untold burden of woe and grief. "The cockpit of Europe," it is well-named. That area has been a battleground for time immemorial. Attila, "the Scourge of God," drove along the Danube Basin with his hordes of Huns and over-ran Europe.

The Goths from the north marched down that fair valley reaching eagerly for Istanbul. The fanatic Moors, encircling the Mediterranean with mobile armies of desert warriors, bivouacked on the shores of the blue Danube.

The Great War was kindled in the Balkans. Ever since the Turks were driven back from the Danube Basin the tiny nations in that region have been fighting and plotting against each other.

Jugo-Slavia is a Slavic nation, as the name denotes. "Jugo" is simply the Russian word for south. This nation was created by the Versailles peace treaty and was supposed to include friendly kin peoples, the Serbs, Croats and other Slavic tribes. Unfortunately the Croats considered themselves ill-used because they did not obtain political autonomy and the murders in Marseilles resulted.

ONTARIO HAS A BEER PROBLEM

The new government of Ontario has opened up the liquor laws of that province and the sale of beer is now permitted in "beverage rooms" which are apparently similar to our beer parlors. A large number of these beverage rooms have been opened and the temperance forces of Ontario are up in arms as a result.

The results of experiments trying to legislate against liquor, over a period of twenty years, has demonstrated that a liquor law cannot be effectively enforced. This has resulted in a swing back to the other extreme in a number of instances. In Alberta a rather sensible course was followed regarding liquor with fairly satisfactory results. This province is now about as temperate as any. The government sells hard liquors and the hotels sell beer by the glass. There has been a flood of neither. With few exceptions the hotel keepers have tried to obey the law implicitly, knowing what happened as the result of abuses of years ago. The government has handled the hard liquor well, proving that it is the proper custodian of that kind of "wet goods".

True temperance lies in the ideals of the people. A healthy-minded, sensible people will find its own proper approach to this social problem.

A HUGE ADVERTISING BUSINESS

Sears, Roebuck, the big United States chain store and mail order corporation, spent \$7,400,000 on advertising last year. This is the largest appropriation for that purpose in the corporation's history.

This vast sum of money was spent with 880 newspapers in the 43 states where the company's 400 retail stores operate. It was an increase of 14 1/2 per cent over the amount spent for advertising in 1932.

The corporation claims that it finds the judicious use of newspaper advertising to fill their requirements adequately.

FORTUNATE NORTH AMERICA

The gifted Dutch author and philosopher Hendrik Van Loon, called North America the "fortunate continent." The great rivers and vast systems of lakes, the immense tablelands and valleys of great fertility, the variety and extent of natural resources, were considered when Mr. Van Loon wrote down his reference. This continent, too, is fortunate in other ways. The threat of war does not hang ominously over North America like it does over Europe. The nations on this continent are learning the way to harmoniousness, side by side. Neighboring nations never consider armaments, offensive or defensive, against each other. There are no fortresses on borderlines nor strategic railways constructed to carry armies to the frontiers.

We have our economic troubles, our lack of markets, our employment and our financial losses, but our families do not go to bed fearful of the dread sound of marching armies in the morning.

SPECIALIZATION IN INDUSTRY

In Russia the use of the airplane is rapidly replacing the old fashioned seed drill. Experiments in sowing grain by airplane were started in 1931 when 10,000 acres were thus seeded. This year more than 1,000,000 acres were sown and the use of the airplane for this purpose is to be rapidly developed according to Russian agronomists. In England a man keeps a few cows and in the next building, placed in trays one above the other, he grows sufficient food for his family by means of treating the different grains chemically. No soil is used and it takes ten days from the time the seed is planted in the tray until the food is ready for use. Alfalfa, soy beans, or other succulent feed, and also doesn't have to travel through a fence for it, either. Fruit sauce can be a continuous supply.

It convinces us more that the great problem we are to be faced with in the very near future is how to make valuable use of our spare time and a challenge to those who imagine that the solution to our present problems is more work—Alliance Times.

WHEN CANADA HAD STERN CUSTOMS

A fine for uttering one profane oath! Such was the law of 1790. Punishment in Canada in the early days was extremely severe. Public whipping for various misdemeanors was favored, "ducking" in the village pond for gossiping and the pillory for other offences.

In 1812 a young lad was hanged for stealing a loaf of bread. Stocks, bolts, pillories and shackles were in evidence. The lad held up before us as well as a criminal.

The whipping post was no institution. Two hats were stolen and the punishment was 39 lashes, but that is was better than hanging.

David Archibald, first Justice of the Peace in Truth, faced the following case: "A man came to the court and said he had been tied to a cart and driven from the Hill across the River, down round the Parade, and back to the Hill again, and the driver shall see the whip more freely on the thief than on the horse."

In Halifax, in 1821, a man convicted of forgery, was sentenced to have one ear cut off, to stand in the pillory an hour and to be imprisoned for a year. There were no half-way measures in these days.

In 1841 an act was passed in Halifax making it unlawful to punish people by setting them in the pillory, by publicly whipping them, by nailing their ears to the pillory, or by cutting off their ears!

—Drumheller Mail

CONSISTENCY

Occasionally correspondents accuse me having changed my mind on some questions of that day. I sincerely hope I do. We are living in an era of rapidly changing conditions, and we must cultivate the spirit of acquiring the new viewpoint. Bruce Barton once wrote:

"Personally, I feel encouraged by the discovery that my mind is constantly changing. It has changed completely on prohibition. It has changed about people, particularly about people whom I thought I did not like. It has changed about education."

"I call this encouraging because it indicates that old age has not yet fully claimed me; that my mind still has 'welcome' on the doormat to new ideas."

Let me just conclude by saying, that I fully agree with the great essayist, Emerson, when he said: "Damn consistency."—Exchange.

Alberta enjoyed a substantial increase in tourist traffic during the past season, to judge by the volume of traffic handled through the ports of entry and in the various national parks in the province. Total figures would indicate the number of visitors to the national parks as being over 200,000, including provincial as well as outside travellers, as compared with a figure of 175,000 last year. Most of these came by auto. At the two ports of entry at Calgary and Cochrane on the international boundary considerable increase was shown in the number of cars passing through. At Cochrane 35,452 persons were handled in the five months from April to August inclusive, compared with 27,587 in 1933, and at Calgary, nearly 100,000 persons in cars passed through the east gate this season, which was an increase over last year. Waterton Park in Southern Alberta had a total of over 26,000 visitors, while Jasper Park west of Edmonton had nearly 10,000 visitors. Vainwright Buffalo Park had some 10,000 visitors during the summer, while Elk Island Park, 40 miles east of Edmonton, which is becoming increasingly popular as a picnic ground, had over 20,000 visitors, compared with about 40,000 last year.

The Right Road to Follow

The grain growers of Alberta can do a great deal in the way of self-help by patronizing Alberta Pool Elevators. The proper ownership of grain handling facilities is with the grain growers themselves.

ALBERTA POOL ELEVATORS

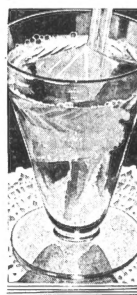


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HERMIT PORT
AND SHERRY

ALSO 26 oz. — 70c.

CONCORD PORT... 40 oz. .. 85c
ALSO 26 OZ.—60c GALLON JAR \$2.65

CATAWBA SHERRY 40 oz. 85c
ALSO 26 OZ.—60c GALLON JAR \$2.65



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A SWEET PROPOSITION

(by "Web-footed Wally")

Canada's susceptibility to either an industrial or an agricultural policy has a strong following on both sides of the fence, and all will agree that a greatly increased population engaged in self-supporting occupations, on the basis of a decent standard of living, is the most urgently needed of things to be considered under any economic policy. In this regard it is decidedly significant that no action has been taken towards the fostering and development of the sugar beet industry by our government during the past three or four years when every investigation, and an enormous amount of data has proved beyond doubt that the sugar beet industry is a first class advantage to a large percentage of our population.

Experts who have studied the sugar situation inform us that whilst Canadian refineries are over-developed, as far as cane sugar is concerned, The one beet sugar factory in Alberta, and the source of supply of materials, employs and gives employment to more Canadian labor in Canada than all the cane sugar industry in Canada.

The main factor to be considered is: "How can the natural development of this vast Dominion be best augmented by government policy?" Surely when consideration of the burden of taxation upon a small population, scattered over an enormous area with its already established, over-developed service organizations and industries, is compared to the small national revenue from the special privilege granted to a well-served minority through trade agreements and tariff structures, it is very evident that our governments of the past and present have been more swayed in policy by their well-to-do refinery friends and sugar-holding banks than they have the general needs of the country.

Our permanent population will never be increased by virtue of the fact that this is a healthy high altitude, or that we have a wonderful spiritual column over Banff, or spiritual sunsets. Those who "know their groove" are convinced that it requires at least the promise of a fair standard of living to keep a man in his factory in this bracing northern territory.

We now have well established irrigated sections and other areas proven suitable to the production of sugar beets. We have a proven factory which we have on our doorstep. We have a market that will be increased by its own best momentum. People are markets and the crying need of these great wide open spaces and the established services is for more consumers of better and cheaper. Evidence given at Ottawa a year ago by the "Cane Sugar people" and others called to testify emphasized the fact that our present tariff trade agreements are the whole support of the cane sugar industry. The excuse that our consumers would fight any protection for a home industry, such as the sugar beet industry, is ridiculous in face of the thirty per cent two dollar per hundred imposition of a short time ago.

There is no need to quibble about this economic policy. It serves equally, both the industrial needs of the country, and would be a salvation for large agricultural areas that are at present a liability to the owners and occupants and a drag on the more suitable wheat growing areas.

The sugar beet industry fits in more satisfactorily with every phase of our present economic makeup than any solution offered to date.

Get behind this industry, Mr. and Mrs. Ottawa, and demand that action in line with accepted and proven facts be forthcoming from our next session of the Dominion Parliament.

Web-footed Wally

"They were sitting round the fire sipping beer. "When I was in Nova Scotia," said one of them, "I saw a mountain lion come right up to the camp one day. It was a fierce beast, but with great presence of mind, it threw a bucket of water in its face and it slunk away."

"Boys," said a man sitting in a corner, "I can vouch for the truth of that story. A few minutes after that happened I was coming down the side of the hill. I met this lion and, as was my habit, stopped to stroke his whiskers. Boys, those whiskers were wet!"

"I want a man to do odd jobs about the house, run on errands, one who never answers back and is always ready to do my bidding," explained a lady to a solicitor for work.

"You're looking for a husband, man, not a servant!" said the seeker for work.

Ten Minutes with the Scotch Philosopher

The recent bear raids on the Winnipeg wheat market must have reminded many people that we have falls for certain types of wrongdoers, but none for the modern buccanniers who rob the farmers in the most heartless fashion by selling something they never possess, a lamentable condition that should be remedied without delay.

While looking over the advertisements in well-known western daily, the following attracted our attention: **POUR SALE**—A second hand heavy-duty reducing machine, in first class order. **Apply Box** — That's a new one on us gentlemen, for we never dreamt that man needed artificial aid to bury his dead, the trail that leads to his 6 & 2 shoe.

In the days of our youth, our favor to get was a bright and merry ball known to us as "Snooks." Together we played hooky from school, sailed for trout in the clear mountain stream and we had a good time. Snooks, in general with the village cats and apple trees. Long years ago we parted, never to meet again, the writer to begin a wandering career which finally led to the tall and obnoxious of a prairie farm; Snooks to seek fame and fortune in that mystic land known as India.

A few months ago we read with pleasure of his position to a high position at a salary equalled only by the best in Canada. This little tale is recited not for the purpose of pointing to a moral, but just to show you once again what a queer animal life is.

A few of the more indignations and lucky ones win handsome prizes, while the rest battle on with hope growing dimmer as the years swiftly fly.

Many people are grieved and disappointed that no part of the Douglas plan of social credit found a footing ground on the North American continent.

That was a foregone conclusion for the reason alone: The author of the scheme is a modest Englishman who so far as we can learn, never entered the political arena. These many Douglas books he prepared for the welfare of his fellow creatures are repudiated because our professional politicians have plot and plan, not for the good of the state or the masses that give them authority, but for their own advancement in life. And yet, in our haughty Anglo-Saxon manner, we call it common sense that one hold together by the front hands of dictators, or a different form than our own.

Truly, we are a wonderful people.

A magician touring the north of Scotland brought the evening program in a close in this manner: In a large wooden box, exposed to the full view of the audience, he placed a lady, closed the door, and after the usual delay were carried out, the door was again opened. The lady of course had disappeared and out from the box hurried two white rabbits.

As the magician was leaving the hall he was accosted by a Scot in this fashion:

"Could you do that disappearing trick with my wife instead of the other lady?"

"Why certainly sir," was the answer, "but why do you want to get rid of your wife in that manner?"

"Oh, I can't do that," replied the Scot, "but I promised my new boy a pair of rabbits for Xmas and I thought that would be a good way of getting them."

Once again, goodbye.

Revision of 1933 Wheat Figures

The Dominion Bureau of Statistics has issued a revision of its estimate of the Alberta wheat crop for 1933, following the close of the marketing season ending July 31st. The first estimate was placed at 94,000,000 bushels, but the new revision based on marketing totals is placed at 101,500,000 bushels.

Because it is non-explosive, non-corrosive and has a natural affinity to water and thus will not dry out, heavy is being used by golf ball centres. So far, laboratory experiments have shown that honey possesses several of the chemical requirements for its purpose, but the ideal material for golf ball centres has not yet been discovered.

THE FARMER TO HIS 35-YEAR-OLD HORSE ON A WINTER DAY by T. Longbottom

So, Pluto boy, you want a feed? Well, here's some oats to fill your need. For never shall you want a meal If I should have to beg or steal.

You must have been engaged in play. For you are hungry this wild day. But don't be quite so hasty, lad. On you will have the colts had.

Now step around and let me view The form that hides a heart so true. You're better horse than I am man.

You're sleek and sound as when a colt.

You gave me many a lusty gallop. Feet, legs, and shoulders, as should be.

From every klemish wholy free.

And this, good horse, I say to you, As I could tell to men but few: Long have you been a sturdy friend On whom I ever could depend.

The last you are of that brave band That broke for me the virgin land. And hold me safely in the trail. When deadly blizzards 'round did fall.

Remember Kate and Handsome — Jim —

The sweetest leaders ever seen, With Jack and Mac and gentle Ben. All gone to rest but you and me.

And off I have a weary night When memories of days gone by Bring back the scenes of distant years.

What? Again you want to tramp the snow?

And face the icy winds that blow? Well, old horse, have your desire.

I'll seek the comfort of the fire.

GRAVELLING CONTRACTS

Some 17 of the 28 gravel graving contracts awarded by the Public Works Department on the main high ways systems of the province this summer have been completed, and others are rapidly nearing completion, according to the most recent compilation issued by the department. These contracts cover portions of main high ways in many parts of the province, and in addition to providing for first course graveling on five sections, also provide for second course graveling on 17 sections and replacement on six sections. Some 140 miles is added to the gravelled system of the province by the first course contracts.

Cattle to Old Land

Alberta has shipped to date some 9,000 head of finished cattle to the country markets, which is a slight increase over the figure for 1933 the same date.

TWO OF THE BEST!

Victor and Majestic Radios

Standard and All-Wave

Electric and Battery Models

\$37.95 to \$455.00

STILES, "The Druggist"
"The Rexall Store"

LOUIS CONN Phone 7

Groceries Crockery Men's Wear

SPECIALS FOR SATURDAY & MONDAY, OCTOBER 27th and 28th

BREAKFAST CEREAL, "Sonny Boy", Reg. 35c, Special per pkg. 25c
FRUIT, Logansberries, To clear, 2 line 25c
FRUIT, Lombard Plums, Reg. 15c, To clear, per tin 10c
SPICUTS, Pig Buns, or Ginger Buns, Reg. 20c a lb., 2 lbs 25c
CANNED MEAT, Clark's, Regular 15c, Special, 2 line 15c
SOUPS, Ajinom brand, Vegetable or Tomato, per tin 10c
TEA, "Best Bulk Orange Pekoe", Reg. 50c, per lb 45c
COFFEE, Brand's Ideal, Very Special, per lb 35c
TOILET PAPER, 6 roll 25c
TOILET SOAPS, All kinds, 4 bars for 95c
LAUNDRY SOAPS, P & G and Pearl, 11 bars 40c

FRUITS AND VEGETABLES

APPLES, Special, per case \$1.10; GRAPES, table, per lb 15c
CRANBERRIES, 3 doz. for 95c
ORANGES, for 25c

SHOES, "Valentine Martin", Reg. \$3.50, Special \$2.95

SWEATERS, All Wool Jumbo, Reg. \$3.50, Special \$2.95

SHIRTS, heavy "Doe Skin", Reg. \$1.95, Special \$1.49

NEW FURNITURE

KITCHEN CHAIRS, each \$1.25

MATTRESSES, "Land of Nod", Reg. \$10.00, Special \$8.75

SPRING, Coil bed, \$4.50

ASK US FOR PRICES ON FURNITURE AND FLOOR COVERINGS

SPECIAL PRICES

FREE DELIVERY THE BEST FOR LESS

Mass Meeting

To discuss possibilities of taking over Eastern Irrigation Project from the C. P. R.

Tuesday, October 30

at 10 a. m.

Gayety Theatre, Brooks

Mr. Charlesworth, director of water resources for the province, and other well-informed speakers will address the meeting.

Your attendance is necessary for your own welfare.

U. F. A. Dist. Association, East Section

MALT
for digestion

YEAST
for vitality

HOPS
for appetite

That's Beer!

There are no better beers than those made in Alberta

Obtainable at our Warehouses, Vendor's Stores and your LOCAL HOTEL.

DISTRIBUTORS LIMITED

AGENTS FOR THE BREWING INDUSTRY OF ALBERTA

PHONE 82

BASSANO

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of Alberta

CARD OF THANKS

I wish to express my sincere thanks to the many friends for their kindness and sympathy during my wife during her illness, for their sympathy in my bereavement, and for the beautiful floral tributes.

James Newman

WANT ADS

FOR SALE—275 sheep, ewes, lambs and 3 rams included in flock. Apply The Mail Office.

LADIES BEDROOM SLIPPERS

This assortment consists of cozy feet slippers with padded sole in Black, Red and Blue Kid with low heels. Some with arched heel, also broadened slippers and patents with comfy lining.

From 75c to \$1.75

NEW SILK

Flat creps in dainty Pink and Daffodil shades for lingerie. Also Black for Dresses. 34 inches wide.

Special - 79c a yard

KAYSER HOSE

MILK-O-KILN, the new crepe twist hose. No ring or shadow in these lovely sheer hose.

Price - \$1.00 a pair

SPECIAL

Silver crumb tray and brush. Very useful, suitable price.

Price, 75c

GIRLS COATS

A few fur-trimmed coats to clear Camptolite, Tweed and Blue Chin-chilla. Size 8, 10, 12, 14.

REAL BARGAIN PRICES

BLANKETS. We were successful in getting another shipment of Flannellette Blankets. White, Grey with Pink and Blue borders. Best quality largest size.

Special - \$2.59

CHILDRENS WOOL GLOVES

Perrin's pure wool gloves in Navy only. Sizes 3, 4, 5, 6.

Special - 25c a pair

GROCERIES

FRUIT SPECIAL—1 can red raspberries, 1 can Bartlett pears, 1 can red pitted cherries, 1 can Green Gage plums.

All for 69c
COOKIES, Dr. Jackson's Roman Meal, per doz. 10c
TOMATO SOUP, Campbell's, 3 tins for 33c
CHEESE, Golden Loaf, 2 1/2 lb. box, each 60c
EVAPORATED APPLES, per lb. 15c
TOBACCO, Zig Zag fine cut, 1/2 lb. tin, 50c
COFFEE, Star Special, 4 lbs. \$1.00
TEA, Broken Orange Pekoe, per lb. 55c
RED RIVER CEREAL, 30c
MINUTE TAPIOCA, 1 lb. pkg., 2 for 35c
BAKING CUPS, 48, 50 or 72, per package, 25c
RAISINS, fresh stock, 99c
TOMATO CATSUP, Heinz, per bottle, 25c
JOHNSTON'S LIQUID WAX, 50c
Gle Coat, per tin 75c
OLIVES, large jar, special, 39c

FRUIT AND VEGETABLES

ORANGES, sweet and juicy, 3 doz. \$1.00
EATING PEARS, per doz. 25c
BANANAS, 2 lb. box 25c
CRANBERRIES, per lb. 25c
Lettuce, Celery, Ripe Tomatoes, Cabbage, Parsnips, Carrots and Turnips

JAMES JOHNSTON

"The Quality Store"

More than 100,000 white spruce trees, and some 8,400 green ash will be available for distribution next spring from the provincial nurseries at Oliver, it is announced from the forestry branch of the Department of Lands and Mines. These trees will be distributed on the usual plan adopted two years ago, to farmers who have wood lots, or to schools, community centres, etc. Last year some 34,000 trees of various kinds were distributed from the nurseries, to 328 different sources, which included 183 farmers, 18 schools, 13 institutions, and 14 municipalities for community purposes.

CHARLIE McGINNISH shipped 14 head of beef cattle to Chicago on Tuesday, accompanying the shipment personally.

Isn't it a corker that Bassano which is the centre of what should be the best butter and egg district in Alberta is almost absolutely dependent upon the cold storage for these everyday necessities. It is time we had a creamery and cold storage plant of our own.

Now they are, home what are you going to do for them? Buy Victory bonds to help establish them properly in civil life is your positive duty.

We are glad to notice the U. P. A. waking up, to the fact that the roads surrounding Bassano are not quite as good as they should be and would suggest that they use their influence with our member in the endeavor to remedy some of the bad spots.

Secretary Carney is a busy man these days for in addition to his town and hospital work he has a large number of court cases to handle.

The Curling and Skating Rink proposition is slowly developing into a probability. If everyone got behind this really splendid and altogether desirable project, it would soon be a fact.

Allice Bolton left for Calgary last week, where she will attend the Garbutt Business College.

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KNOX PRESBYTERIAN CHURCH
Rev. John Hart, Minister
Sunday, October 28, 1934.
11 a.m. Sunday School
7:30 p.m. Evening Worship
Sermon Subject: "Faithfulness"

Have you this quality?

TO DISTRIBUTE TREES AGAIN

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FOSTER'S BOWLING ALLEYS

BASSANO PHONE 18

"The Quality Store"

BOWLING!

It is not too late to enter the Bowling League now being formed.

Two ladies and two gentlemen may form a team.

25 per cent of receipts from League to be turned back for prizes. In addition, weekly prizes for high scores will be given.

All individuals or teams wishing to enter, please communicate with

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LOCAL NOTES

A. Mallick, of Cooness, was in Bassano on business last Saturday.

Mrs. R. H. Struthers was in Medicine Hat last week for a brief visit.

Jack Summerbell, of Brooks, was in Bassano on Wednesday afternoon.

R. J. Garland, M.P., was in Bassano on Tuesday.

A. J. Wetmiller of Latham, was in town last Tuesday.

R. Z. Lore, of Latham, was in town on Tuesday.

Constable Elvin, of Jenner, was a Bassano visitor last week.

Mrs. G. I. Flood and son Donald spent the weekend in the city.

Mrs. Quoit, of Medicine Hat, visited with Mrs. A. A. Macdougall last week.

Dr. W. F. Keith and J. Johnston made a quick trip to Calgary last Friday.

Miss Phyllis Pinner and Bob Donaldson were home from Calgary on Saturday.

Sam Greaves, of Majorville, is recuperating from a major operation, in the Bassano Hospital.

Miss G. Dunlap, of the high school staff, went to Medicine Hat last weekend.

Mrs. N. Bassarab is visiting with friends in Moose Jaw and Regina, Sask.

Constable W. Dick has gone to Banff where he will relieve for a short time.

J. Hood and his sister, Mrs. J. Hamilton, were called to Carmanagby by the death of their mother.

Miss Edna Service, of Brooks, went home last Friday after visiting a few days with Mr. and Mrs. J. Frazer.

Miss Marjorie Buckles, of Tilly, is visiting at the home of Mr. and Mrs. W. P. Macleth this week.

Mrs. W. Deegan has moved into town, where Peter is attending school. They are living in A. McPail's former place.

Ted Gammon and Bob Moore, of the Royal Bank staff, motored to Calgary last Saturday, where the latter proceeded to his home in Cochrane.

B. Powers and daughter, Miss Doris Powers, from Trenton, Ontario, were visiting at the home of Mr. and Mrs. A. P. Thompson last weekend.

F. M. Macdonough, official receiver for the Bassano sub-judicial district under the Farmers' Creditors' Arrangements Act, has opened his office in the Bank of Commerce building.

Hay Eshon, a farmer in the Hatter district, obtained a yield of 50 bushels to the acre from a ten-acre piece of land which had previously been under sweet clover.

Three Calgary men had an expensive hunt in the Cassia district. They were after ducks and geese on Sunday and for that offence paid a fine of \$10 each. The guns, ammunition and game were confiscated. Three of the guns were automatic, which are illegal for hunting.

Both Glen softball teams were defeated last Saturday on the local school diamond.

The Bassano girls had a hard time of it until a rally in the seventh inning netted them five runs, and three more tallies in the eighth and ninth frames put the game on ice. Final score was 18-16.

The local high school boys swamped Glen by a score of 37-11 on the same day. In the fourth inning, every Bassano player scored one or more runs.

CARD OF THANKS

We wish to thank our many friends for their kind expressions of sympathy and floral tributes during our recent and bereavement.

Mr. and Mrs. H. A. Ross and family.

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MEN'S WEAR DEPARTMENT

Warm Garments for the Colder Days Ahead

Men's Jumbo Sweater Coats

Monarch Knit, 100% Pure Wool, with heavy shawl collar. Colors: Black, Black trimmed Red or Green and Camel.

\$3.50 each

Men's Pure Wool Cardigan Coats

Fine ribbed Cardigans, 100% pure wool. The famed Monarch Knit quality. Come in smart Hessian mixtures.

\$2.95 each

Men's Winter Combinations

Zimmerkall quality. White fine-ribbed combs, combining warmth with splendid wearing qualities. Soft and comfortable.

\$1.75 a suit

Men's Silver Fleece Combinations

Pennam's No. 27 quality. A superb number, giving warmth, comfort, and they are non-irritable.

\$1.59 a suit

Men's Pure Wool Combinations

Shamrock brand, an English made garment. Soft, Fleecy pure wool. Guaranteed to give excellent wear.

\$2.95 a suit

Men's Pure Botany Sox

Fine ribbed wool, cozy socks for colder weather. Come in Heather mixtures. Priced at

75c a pair

Half Dollar Chief Sox

Made from pure Fingering Wool. Soft and comfortable to wear.

50c a pair

LADIES' WEAR and DRY GOODS

Wabasso Plain Colored Brd'cloths

No. 1 quality Broadcloth in twelve good colors. Excellent cloth for wash and good wear. 36" wide.

20c a yard

Floral Prints

A specially good quality English Print. All are pretty patterns. A cloth guaranteed fast to wash.

23c a yard

Striped Flannelette

A popular 36 inch wide cloth in assorted stripes and colors. A good quality, suitable for all weather wear. Special price.

Special 19c a yard

Sparva De Luxe

Special price for this week-end only. This lovely material is stamped every yard, every yard fadeless. A cloth that can be used for a hundred daily purposes. 36 inches wide.

Special 35c a yard

Para Bleached Cheesecloth

A dependable, economical absorbent cloth, well suited for polishing, cleaning, darning and many more household uses. 5 yds. 36 inch cloth to pkg.

22c per package

Plain White Flannelette

A 27 inch cloth, very suitable for making children's wear, nightgowns, pyjamas, sleepers, etc.

15c per yard

GROCERY SPECIALS for Saturday, Oct. 27th and Monday, Oct. 29th

OLIVES, Pimento Stuffed, McLaren's, 10 1/2 oz. jars, 33c

SWEET GHERKINS, Midgents, 14 oz. jars, 35c

BULK COCOA, pure Dutch, 2 lbs 33c

SODAS, Red Arrow Brand, 2 lbs Sodas in Valise container, each 47c

CANNED VEGETABLES, mixed Peas & Carrots, No. 2 tins, 2 for 33c

CANNED PUMPKIN, packed at Taber, Alberta, 2 1/2 lb tins, 2 tins 29c

PANCAKE FLOUR, Coyote, 3 1/2 lb sack, 29c

CEREAL, "Sonny Boy", made from rye, wheat and flax, 4 lb pkt. 33c

CANDY, Jelly beans, fresh in. A real treat for Halloween, per lb 21c

STRAWBERRY JAM, Purity brand, no pectin, 4 lb tin 57c

SYRUP, Lily White Corn for candy making, 2 lb tins 25c

POPPING CORN, hull-less, 3 lbs 25c

BISCUITS, IBC chocolate puffs, fresh, per lb 29c

HONEY, Pure clover, produced in Gem, 5 lb tin, 59c

Comb honey, per square 20c

COFFEE, October Special (roasted and packed by Chase & Sandborn) freshly ground or bean, per lb 29c; 3 lbs 85c

LAUNDRY SOAP, "Little Peter", made in England. Absolutely pure, harmless to delicate fabric or tender skins. Full lb bars when packed, 3 bars 49c

TOILET SOAP, Peto bolic, pure carbollic 1 lb bar, 35c

FRUITS AND VEGETABLES

APPLES—Winter varieties such as Wagners, Grimes, Winter Bananas, Jonathans, & Macs are now in. The quality is excellent and full weight.

Head Lettuce, Hot House Tomatoes, Emperor Grapes, Sweet Spuds, Celery, Spanish Onions, Oranges, Lemons, Grapefruit, Turnips, Carrots, Parsnips, Cabbage, etc.

McKEE'S STORES

"Always at Your Service"

Phone 9